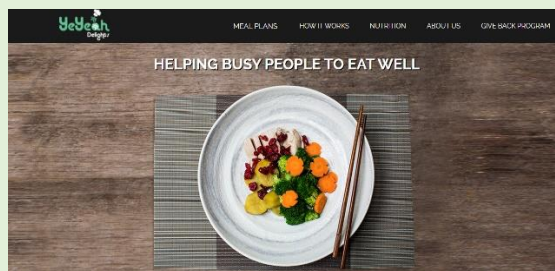


Growing your Business with SMU Executive Development

New insights gained by young budding entrepreneurs



Participants sharing their positive experiences, attending Asian Retail Leaders Programme (ARLP), Co-delivered by Retail Centre of Excellence and Executive Development with past masterclasses led by our seasoned trainer Les Buckley.



YeYeah Delights: Catering business to help busy working adults handle their daily meals



Green Capsule Organics Pte Ltd: Providing organic and healthy food options to people at affordable prices as their business have a wide portfolio which include the online store named Organic 7 Days.



Owner of YeYeah Delights, Grace Ng. YeYeah delights was conceived when we incorporated cooked-chilled technology into our preparation process to preserve our food's freshness for 3 days. More importantly, we hope to instil a sense of familiarity and evoke the warmth of home in our ready-to-eat (RTE) meals. We personally handpick every vendor and meal combination! Our mission is to educate people about food portioning and food safety to sustain a healthier lifestyle through nutritious calorie-controlled meals.

“ I enjoyed the networking and face-to-face interaction with other founders in similar industries. I am also using some of their learnings for both my business and personal needs”, cited by Grace.

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Director of Green Capsule Organics Pte Ltd., Ms Lam Soo Sing. The business started out as a distributor back in 2013 with a clear mission to source the best quality organic food at reasonable prices for Singaporeans. Since then, we have diversified the business to become an online retailer trading under the brand name of Organic7days. Since 2019, we have expanded our product lines to now include Bib Gourment which specifically caters for children and Recipe with Love which caters for the elderly.

“ I wanted to learn more about online platforms as we wanted to venture into online channels. Through the program, I have learnt what it means to be both online and offline at the same time with a complementary business strategy that marries both channels, aka omni-channel. The professors, Prof Kapil and Prof Nirmalya, were highly engaging trainers. They not only provide thought provoking insights with relevant business case studies on Amazon, Walmart and Zara, there were also small group activities which bonded the class together. We had fun!”, complimented by Soo Sing.

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Up Coming Programmes at SMU Executive Development (ExD)

Dates	Programme Title	Programme Detail / Registration Link
22 July to 23 July (Module 1) 29 July to 20 July (Module 2)	Asian Retail Leaders Programme	smu.sg/ARLP
15 September to 17 September	Global Supply Chain Management	smu.sg/GSCM
21 September to 24 September	Women and Leadership Programme	smu.sg/WL
27 October to 29 October	Strategies for Growth in Asia Podcast: Les Buckley shares his own working experience in partnership strategies	smu.sg/SFGA

For more information, feel free to visit our [website](#). For our full-programme calendar, you can find it right [here](#). You can also get our latest programme or news at our [LinkedIn](#), [Facebook](#) and [YouTube](#) pages.

Podcast: Dr. Les Buckley shares his own working experience in partnership strategies



#SMUEXD #SMUExecutiveDevelopment #SMUsg
Using Partnership to Kickstart Your Growth Strategies

His podcast on Using Partnership to Kickstart Your Growth Strategies teaches one on how to identify key questions for partnership formation and showcases real life examples from his own background in business such as Heineken where he had to helped Asia Brewery get a partnership contract with San Miguel Corporation. He has spent 30 years of his working life in Asia and worked for many different companies. You can find this video [here](#) and watch the rest of his podcast on SMU Executive Development (ExD) [Youtube's channel](#).

You can get our latest programme or news at our [LinkedIn](#), [Facebook](#) and [YouTube](#) pages.



[Dr. Les Buckley](#) is currently an affiliate professor of strategic management with Singapore Management University. He is also an academic director of an IE Singapore sponsored SMU course on Business Effectiveness in Asia, and has worked with Banking, Insurance, Healthcare, B2B Manufacturing, and services and FMCG clients too. He had done a few podcasts and videos for SMU Executive Development for potential executives and the public to share his experiences on how business can innovate and be prepared for the recovery after covid-19.